

From: Kadin, Jonathan

To: Pascal, Amy

Cc: Steinberg, David; DeLuca, Michael; Belgrad, Doug

Subject: PIXELS - MICHAEL JACKSON

Amy, we need your help to get Michael Jackson's image/likeness in PIXELS.

David Steinberg reached out to the Jackson Estate on behalf of the filmmakers and they pretty much shut us down. David originally spoke to Karen Langford (who handles day-to-day administration of the estate under direction from John Branca and John McClain). Karen said she reviewed the script pages and discussed it with John and John and they are passing, feeling it wasn't good for their brand. She also recalled the MJ cameo from MIB2 and said it wasn't received well. It was made clear that our intent is not to get a laugh at MJ's expense. His cameo would be one that celebrates his iconic status, particularly from the 80's. As scripted, the aliens use it in their messages to the people on Earth. The aliens also use famous cameos from people like Bruce Springsteen, Ronald Reagan, Hall & Oates, and Mr. T (these are not locked in but the filmmakers are working on getting these rights). Karen then said, off the record, they might revisit if there was a substantial payment and alluded to something in the high six figures. We don't have that kind of money. It's highly unusual to pay more than 20k for this kind of cameo work and the production has 25k budgeted for each cameo we need. Their ask for such an exorbitant amount feels like a polite way of passing. If there is a chance you can talk to the estate, John Branca perhaps, and change their minds, that would be great. Sandler is really anxious to get this. Please let me know either way. Thank you. Jonathan